

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| In re Application of: |) | |
| |) | |
| Stephen Dull et al. |) | Group Art Unit: 3624 |
| |) | |
| Application No.: 10/804,720 |) | Examiner: Parker, Brandi P. |
| |) | |
| Filed: March 19, 2004 |) | |
| |) | |
| For: BRAND VALUE MANAGEMENT |) | Confirmation No.: 7513 |
| |) | |

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

AMENDMENT AND RESPONSE TO OFFICE ACTION

In reply to the Office Action mailed August 5, 2009, the response to which is due November 5, 2009, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims in this paper on page 2.

Remarks/Arguments follow the amendment sections of this paper on page 14.